

# A Booklet of Designs

25 cts



Will Bradley's  
Art Service for  
Advertisers  
131 East 23rd Street  
New York



JOHN HENRY NASH



D 65 — 2 colors \$2.50; 1 color \$1.35

## GENERAL INFORMATION

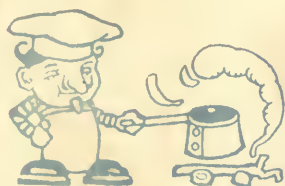
The designs in this catalog are furnished in plate form blocked and ready for printing, in any size, any proportion and for as many colors as desired. They may also be had in the form of mats, curved multigraph plates, and lantern slides. The prices for same will be found in our current price list except in the case of our stock electrotypes sizes where the prices are listed under each cut.

**DELIVERY:**— All prices include delivery by Parcel Post or express according to our judgement.

**TERMS:**— All cuts are sold on “cash with order” basis and to avoid confusion and delay, this rule should be closely observed. Remittance may be made by cash, mail or express money-orders, draft or check (to include exchange). The prices given are strictly net and not subject to discount.

Out of town mail orders are filled and shipped promptly so as to reach their destination at the earliest possible moment.

Will Bradley's Art Service for Advertisers



M 98 \$ .75



M 148 \$ .85



M 97 \$ .75



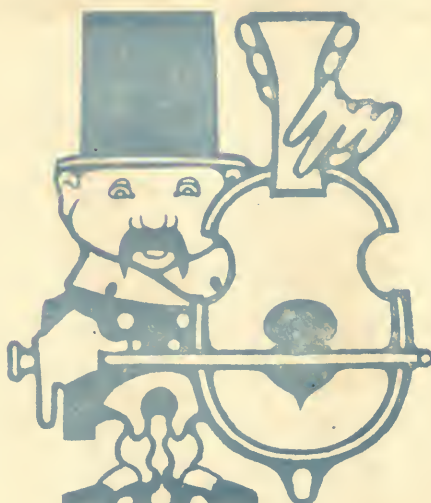
M 152 \$ .75



M 93 \$ .60



M 106 \$ .85



M 135 \$1.25



M 111 \$1.00



M 96 \$ .85



M 108 \$1.25



L 205 \$ .75

Above prices are for electrotypes, size as shown





L 26 \$1.00



L 235 \$1.00



M 76 \$1.25



L 210 \$.85



L 114 \$.65



L 57 \$1.00



M 54 \$.75



L 39 \$.75



L 139 \$.85



L 50 \$1.00



M 75 \$.60



L 17 \$.75



EL 108 \$1.25



L 315 \$1.00

Above prices are for electrotypes, size as shown.

Will Bradley's Art Service for Advertisers



L 92 \$.85



L 97 \$1.00



L 100 \$1.25



L 93 \$.85



L 88 \$1.00



L 55 \$1.00



L 118 \$1.00



L 3 \$.75



M 84 \$.60



L 190 \$1.00



L 202 \$1.00



L 164 \$1.00

Above prices are for electrotypes, size as shown.

131 East 23rd Street New York



L 171 \$ .60



M 92 \$1.00



L 167 \$ .60



L 206 \$ .75



M 33 \$ .75



L 5 \$ .75



M 100 \$ .75



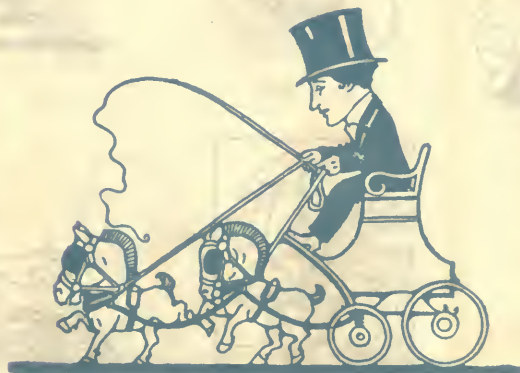
M 88 \$1.35



M 87 \$ .75



L 65 \$1.00



L 291 \$1.35



M 38 \$ .85

For special sizes see current price list.



# Will Bradley's Art Service for Advertisers



L 73 \$1.00



M 59 \$ .75



M 27 \$ .75



L 154 \$1.00



M 69 \$ .75



M 67 \$ .75



L 85 \$ .75



M 46 \$ .60



M 44 \$ .60



M 66 \$1.25



L 123 \$ .75



M 68 \$ .85



L 52 \$1.00



L 61 \$1.00

Above prices are for electrotypes, size as shown.



131 East 23rd Street New York



L 269 \$1.25



M 79 \$1.00



M 80 \$1.00



L 75 \$1.00



L 8 \$ .75



L 14 \$ .75



L 6 \$1.00



M 77 \$1.25



L 16 \$ .75



L 145 \$ .75



L 51 \$1.00



M 78 \$1.25

For special sizes see current price list.

Will Bradley's Art Service for Advertisers



L 158 \$ .75



L 136 \$ .75



L 124 \$ .75



L 143 \$ .75



L 162 \$ .75



L 128 \$ .75



L 131 \$ .75



L 137 \$ .75



L 147 \$ .75



L 142 \$ .75



L 156 \$ .75



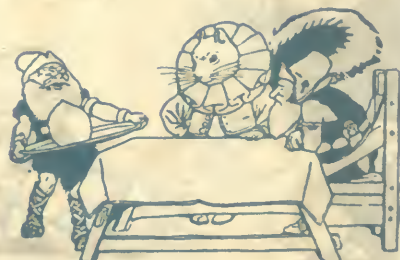
L 149 \$ .75



L 127 \$ .75



L 28 \$ .75



L 79 \$1.00

Above prices are for electrotypes, size as shown.

131 East 23rd Street New York



L 115 \$.75



L 89 \$.75



L 10 \$.75



L 29 \$.75



L 1 \$.75



L 33 \$.75



L 83 \$.85



L 96 \$.85



L 30 \$.75



M 65 \$1.00



L 109 \$.60



L 90 \$.75



L 67 \$1.00



L 143 \$.75



M 45 \$.60

For special sizes see current price list.



Will Bradley's Art Service for Advertisers



L 141 \$.75



L 38 \$.75



L 117 \$.75



L 160 \$1.00



L 95 \$.75



L 151 \$.75



L 144 \$1.00



L 37 \$.75



L 138 \$.75



M 18 \$.60



L 42 \$.75



L 4 \$.75



L 86 \$.75



L 31 \$.75

Above prices are for electotypes, size as shown.



L 23 \$1.00



L 64 \$1.00



L 25 \$1.00



L 63 \$1.00



L 70 \$1.00



L 68 \$1.00



L 209 \$ .75



L 183 \$ .60



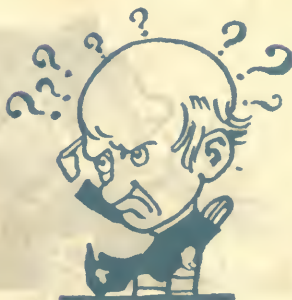
M 81 \$ .75



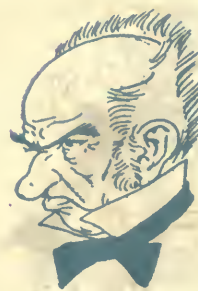
L 175 \$ .60



L 77 \$1.00



L 170 \$ .75



L 172 \$ .75

For special sizes see current price list.

Will Bradley's Art Service for Advertisers



M 70 \$ .75



L 19 \$ .75



L 11 \$ .75



M 34 \$ .75



L 153 \$ .75



M 63 \$ .75



L 9 \$ .75



L 34 \$ .75



L 54 \$1.00



M 72 \$ .75



L 44 \$1.00



M 86 \$ .75



L 45 \$1.00



M 71 \$ .75

Above prices are for electrotypes, size as shown.





L 87 \$1.00



L 82 \$.85



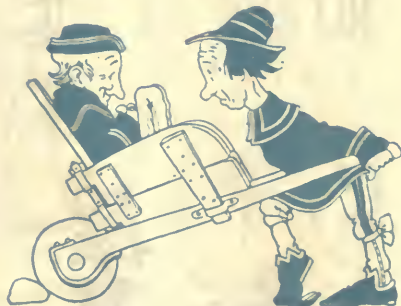
L 20 \$.75



L 84 \$.85



FL 9 \$.75



L 74 \$1.00



L 91 \$.75



L 15 \$.75



L 18 \$.75



L 41 \$.75



L 107 \$.85



L 177 \$.85



L 32 \$.75

For special sizes see current price list.

# Will Bradley's Art Service for Advertisers



L 218 \$.85



M 40 \$.85



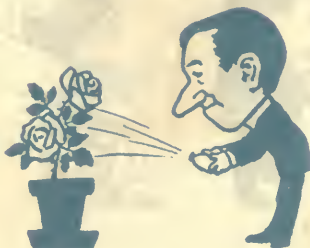
L 21 \$1.00



L 22 \$1.00



L 176 \$.60



L 13 \$.75



L 72 \$1.00



L 188 \$.75



L 216 \$.75



L 194 \$.75



M 39 \$.85



L 76 \$1.00



L 165 \$.85



L 168 \$.75

Above prices are for electrotypes, size as shown.

131 East 23rd Street New York



L 254 \$1.00



L 60 \$1.00



L 272 \$.85



L 152 \$.60



L 116 \$.75



L 120 \$.75



L 135 \$.85



L 324 \$.60

L 323 \$.60



L 125 \$.75



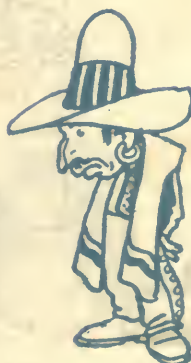
L 126 \$.75



L 47 \$1.00



L 48 \$1.00



L 133 \$1.00



L 46 \$1.00

For special sizes see current price list.



Will Bradley's Art Service for Advertisers



L 71 \$1.00



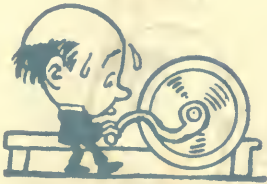
L 296 \$ .85



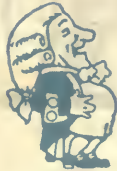
L 80 \$1.00



L 40 \$ .75



L 2 \$ .75



L 111 \$ .60



L 110 \$ .60



M 10 \$ .75



L 66 \$1.00



L 56 \$1.00



L 27 \$1.00



L 182 \$1.00



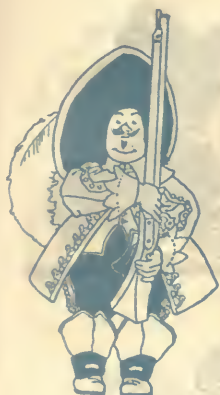
M 82 \$ .60



L 199 \$ .85

Above prices are for electotypes, size as shown.

131 East 23rd Street New York



L 266 \$.85



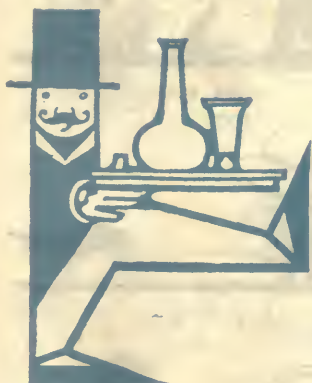
L 81 \$.85



L 211 \$.85



L 265 \$.85



L 268 \$1.00



L 146 \$.85



L 58 \$1.00



M 83 \$.75



L 113 \$1.00



M 33 \$.75



L 256 \$.85

For special sizes see current price list.

Will Bradley's Art Service for Advertisers



L 159 \$1.00



L 213 \$.75



L 181 \$1.00



L 122 \$.85



L 215 \$.75



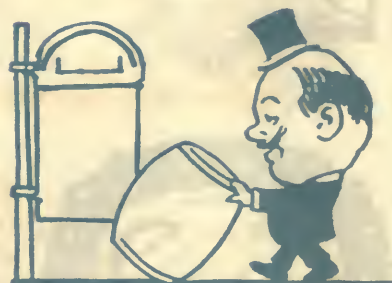
L 204 \$.85



L 130 \$.85



L 94 \$.85



L 62 \$1.00



L 140 \$1.25



L 121 \$.85



L 157 \$.75

Above prices are for electrotypes, size as shown.



131 East 23rd Street New York



M 36 \$ .75



L 217 \$1.00



L 75 \$1.00



L 134 \$ .75



L 155 \$ .75



L 59 \$1.00



L 78 \$1.00



L 24 \$1.00



L 69 \$1.00



L 180 \$ .75



L 49 \$1.00



L 150 \$ .75

For special sizes see current price list.

Will Bradley's Art Service for Advertisers



L 201 \$1.00



L 196 \$1.00



L 214 \$.75



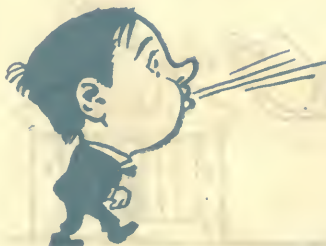
L 191 \$1.00



L 187 \$.85



L 193 \$.85



L 186 \$.85



L 195 \$.75



L 184 \$.60



L 36 \$.75



L 173 \$.75



L 198 \$1.00



L 212 \$.75

Above prices are for electrotypes, size as shown.



L 179 \$1.00



L 200 \$.75



L 169 \$.75



L 178 \$.85



L 207 \$.75



L 203 \$.85



L 192 \$.85



L 197 \$.75



L 174 \$.85



L 101 \$1.00



L 208 \$.75



L 166 \$.75

For special sizes see current price list.



Will Bradley's Art Service for Advertisers



L 103 \$1.25



M 47 \$.75



L 185 \$.60



L 98 \$1.25



L 102 \$1.25



L 260 \$1.25



L 104 \$1.25



M 85 \$1.00



L 243 \$1.35



L 53 \$1.00

Above prices are for electrotypes, size as shown.

131 East 23rd Street New York



M 143 \$1.35



M 142 \$1.25



M 141 \$1.35



M 146 \$1.35



DL 68 \$1.35



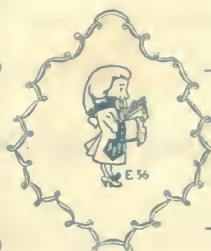
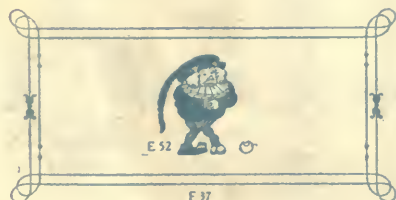
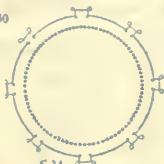
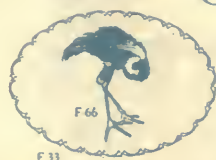
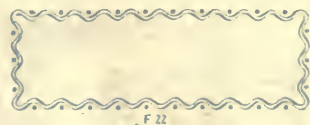
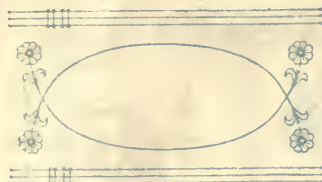
M 144 \$1.35

# Will Bradley's Art Service for Advertisers



Plates can be furnished in any size required





F 37

Plates can be furnished in any size required

# Will Bradley's Art Service for Advertisers

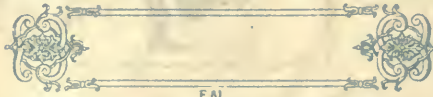


F 110



E 96

C 28



E 81



F 111



E 82



E 90



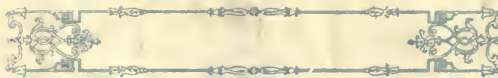
E 91



E 92



E 93



E 94



E 95



F 112



F 113



F 114



Decorative

Head Bands  
Title Frames  
and

End Pieces  
for  
Books

Magazines  
and  
Catalogues

D 60



E 97

C 29



E 99

C 30



E 98



E 100

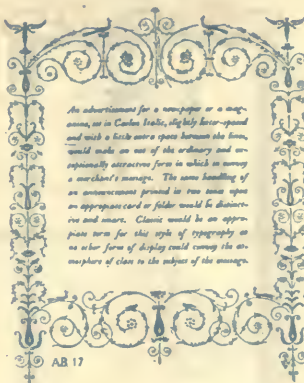


E 101

Plates can be furnished in any size required



AB 16




*An advertisement for a newspaper or a magazine, as in Carden's, slightly less-spaced and with a little extra space between the lines, would make an out of this ordinary and especially attractive form in which to convey a merchant's message. The same handling of an announcement printed in two lines upon an appropriate card or folder would be distinctive and more. Classic would be an appropriate term for this style of typography as no other form of display could convey the atmosphere of class to the subject of the message.*



AB 18

**The Highest Class Salesmanship**

 F 116

A block of Caslon or any light face roman letter in this position within the border. The title to the advertisement placed as indicated above. The address in three short lines below. A combination which has distinction, balance and harmony. A method and form worthy of the highest class of merchandising. Appropriate for an advertisement, a catalogue, a title page, a circular or a folder.

New York  
Theodore Brown  
15 Fifth Avenue

AB 19



AB 20

**A  
TITLE  
PAGE**

 F 115

The Leading Printer  
Classic City

AB 21



AB 22

**REFINEMENT  
OF  
DESIGN  
AND  
DELICATE HANDLING  
MAKE OF THIS  
BORDER  
AN  
APPROPRIATE  
FRAME  
FOR  
ANNOUNCEMENTS  
AND  
TITLE PAGES**

AB 23



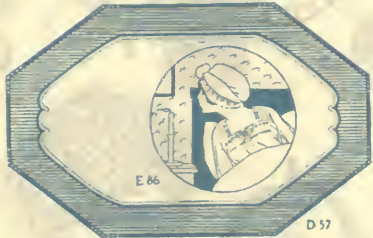
AB 24



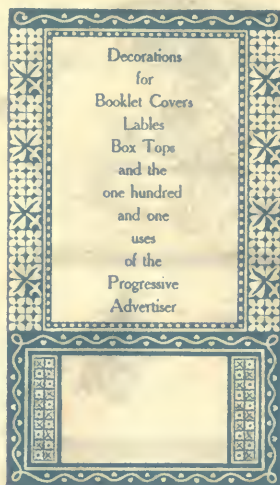
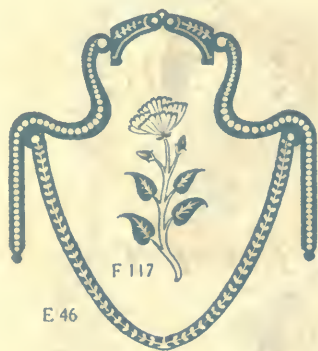
# Will Bradley's Art Service for Advertisers



Plates can be furnished in any size required











Plates can be furnished in any size required

# Will Bradley's Art Service for Advertisers



CG 17



E 19



CG 18



E 20



CG 19



CG 20



F 42

CG 21

AB 25



F 41



F 40



CG 23



CG 24



CG 25

Plates can be furnished in any size required





Plates can be furnished in any size required



Will Bradley's Art Service for Advertisers



B 65



B 66



B 67



B 68



B 69



B 70



B 71



B 72



B 73

Plates can be furnished in any size required

131 East Twenty third Street New York



M 52 \$ .85



M 53 \$ .85

For special sizes see current price list.

Will Bradley's Art Service for Advertisers



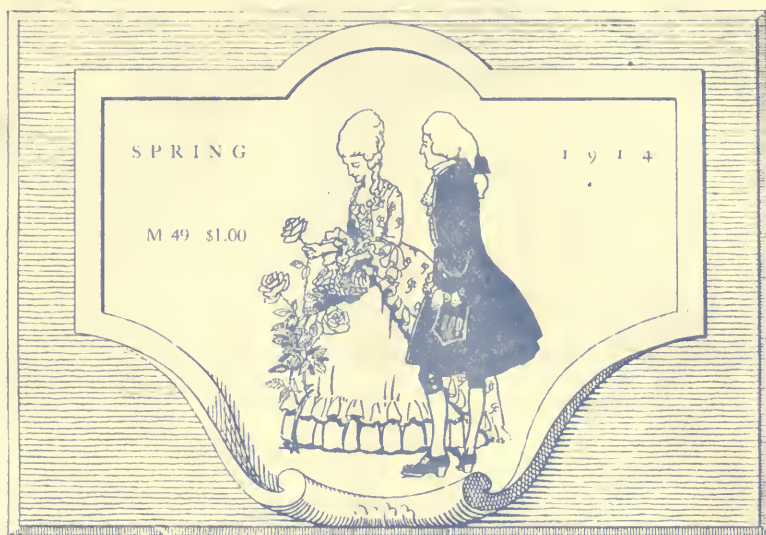
P 51 \$1 50



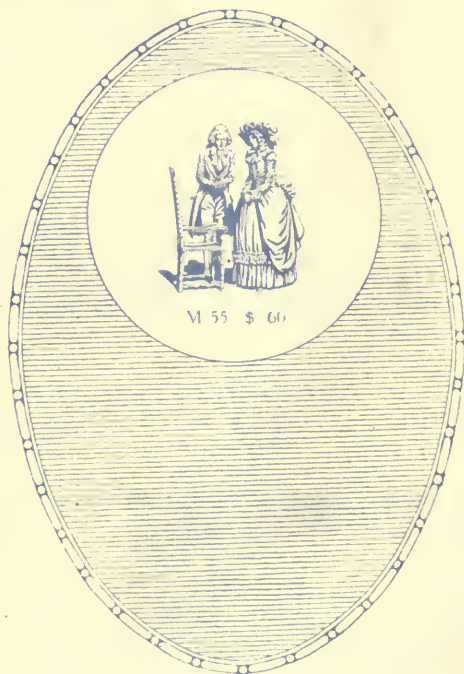
Above prices are for electrotypes, size as shown



131 East Twenty-third Street New York



P 53 \$1.50



P 56 \$1.50

For special sizes see current price list.



M 171 \$1.25



P 25 \$1.50



L 259 \$1.25



PURITY  
OF  
TYPE ARRANGEMENT  
IS ESSENTIAL  
WITH  
THESE DESIGNS

P 89 \$1.65



L 283 \$.85



L 284 \$.85

Above prices are for electrotypes, size as shown.

131 East Twenty third Street New York

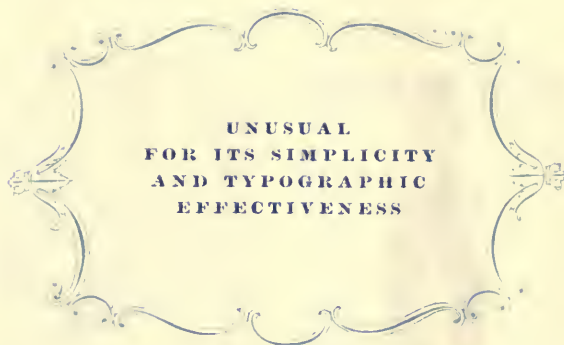


P 57 \$.75



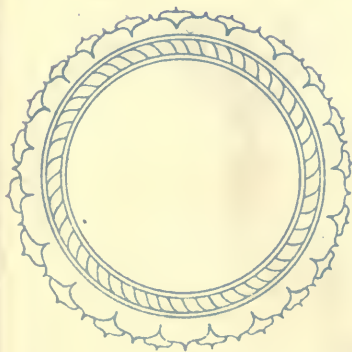
P 54 \$1.35

THESE  
DESIGNS  
MAY  
BE  
HAD  
IN ANY  
SIZE

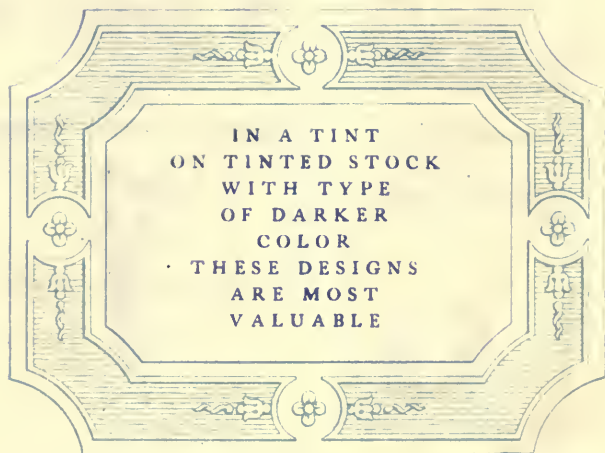


P 73 \$1.35

P 81 \$1.35



P 79 \$.85



P 50 \$1.35

For special sizes see current price list.



# Will Bradley's Art Service for Advertisers



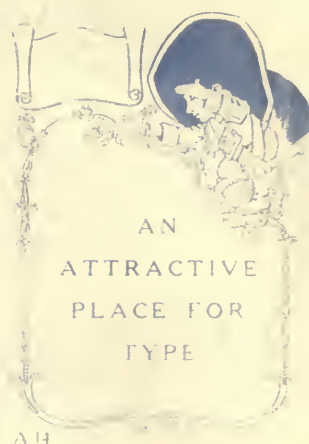
THIS  
SPACE  
FOR  
YOUR  
AD



A  
COVER  
DESIGN  
OR AN  
ANNOUNCEMENT  
IN TWO  
COLORS



AN  
ATTRACTIVE  
PLACE FOR  
TYPE



Program

E105



A13

A14

A  
MAGAZINE  
COVER



E107

A17

COVER

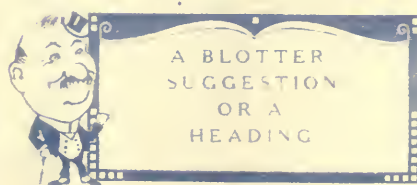
E106

DESIGN



A16

A  
BLOTTER  
SUGGESTION  
OR A  
HEADING



AB 29

THE TYPE  
HERE  
AND A  
PICTURE  
ABOVE



A18

ANOTHER  
IDEA SAME  
AS  
ABOVE

AB 30



A19

REDUCTION  
SALE



Will Bradley's Art Service for Advertisers



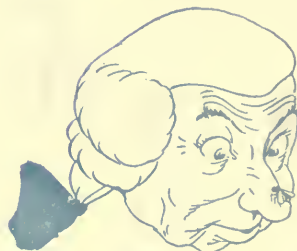
P 75 \$1.35



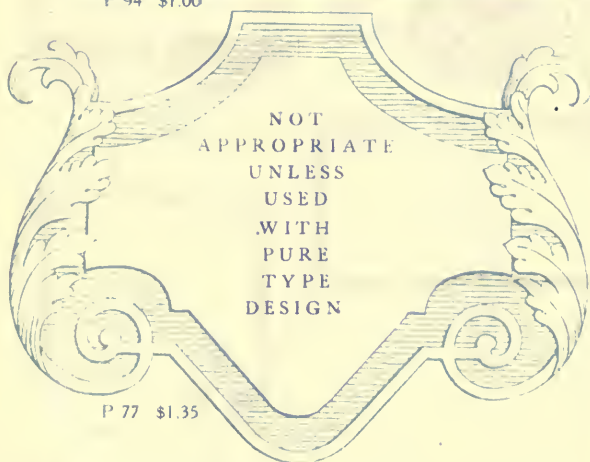
P 98 \$ .85



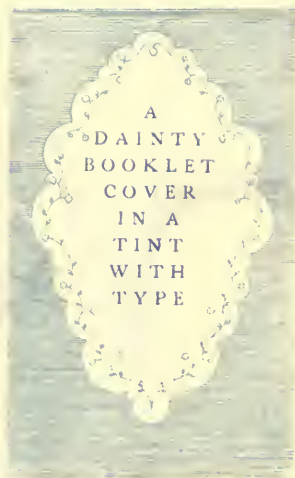
P 94 \$1.00



M 168 \$ .75



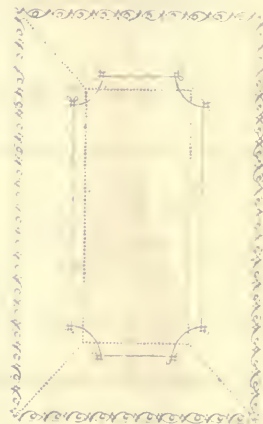
P 77 \$1.35

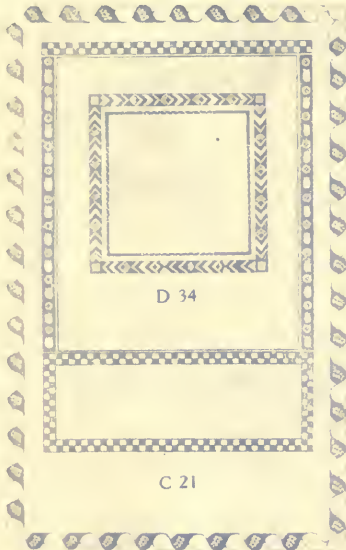


P 83 \$1.00

Above prices are for electrotypes, size as shown.



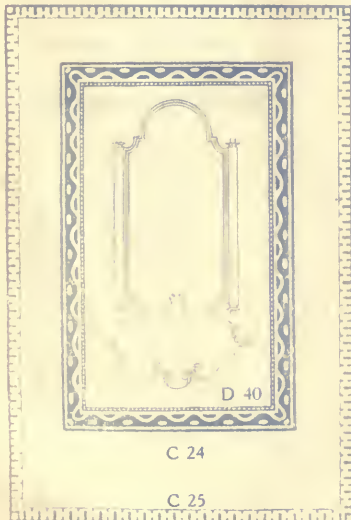




C 21



D 38

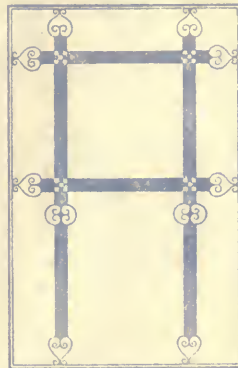


C 24

C 25



D 46



D 36



D 41



C 20

D 45



D 37

C 22



D 39



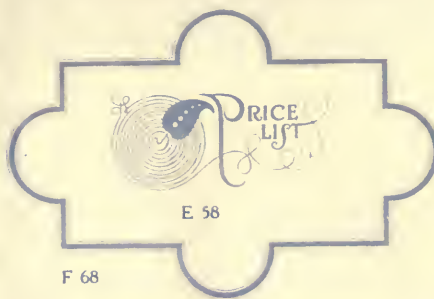
D 43

D 44

C 26



E 65



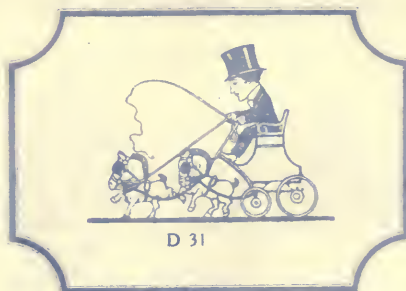
F 68



E 59



F 70



F 71



F 73



F 75



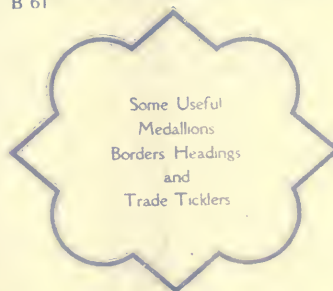
B 61



E 102



E 61

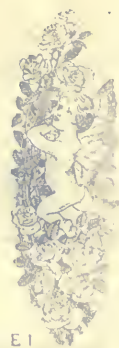


D 33

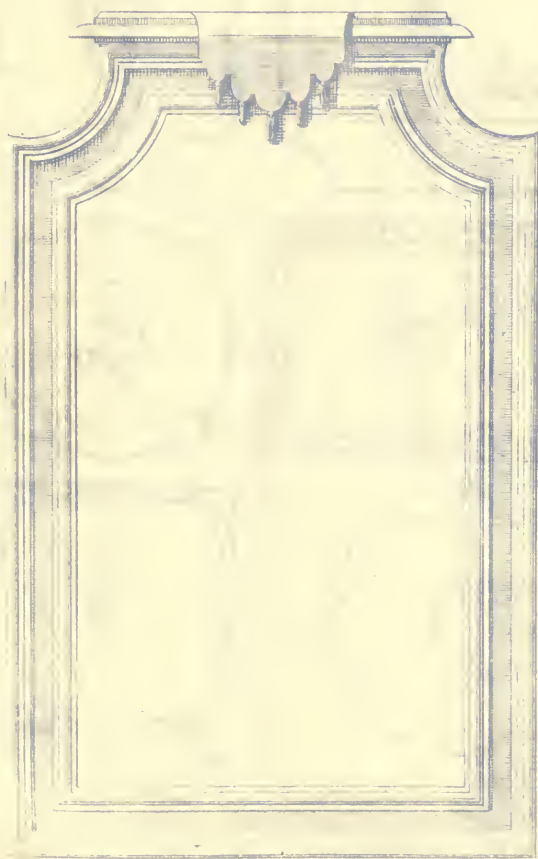




B1



E1



B3



E2



F14

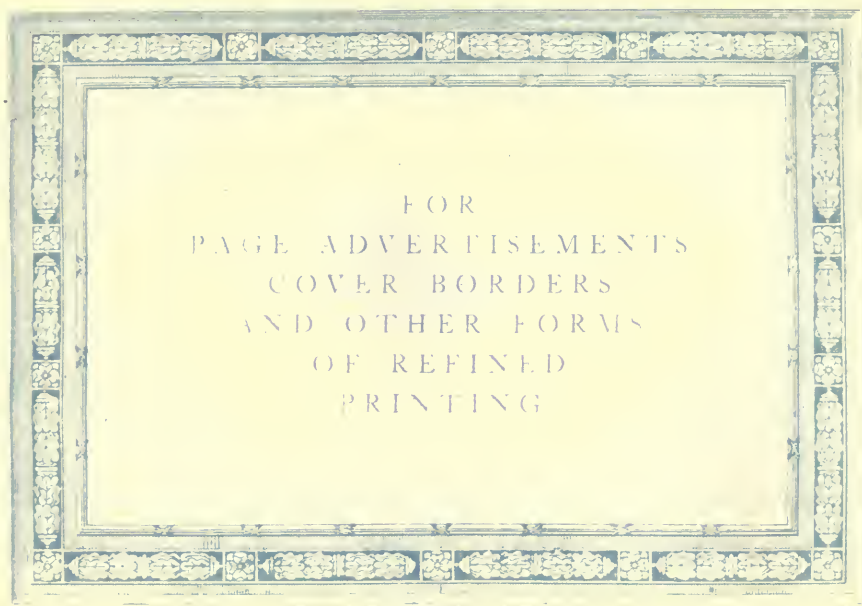
B5



F15

B4

171 East Twenty-third Street New York

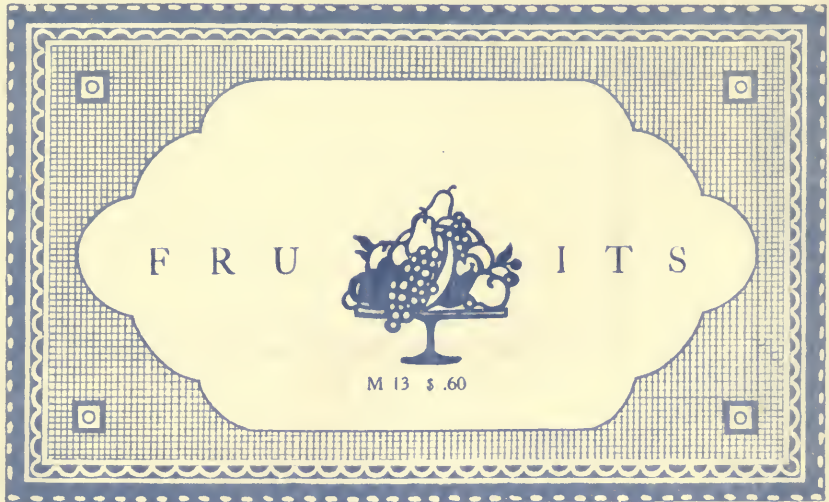


1764 \$1.75



1764 \$1.75

For special sizes see current price list.



P 49 \$1.65

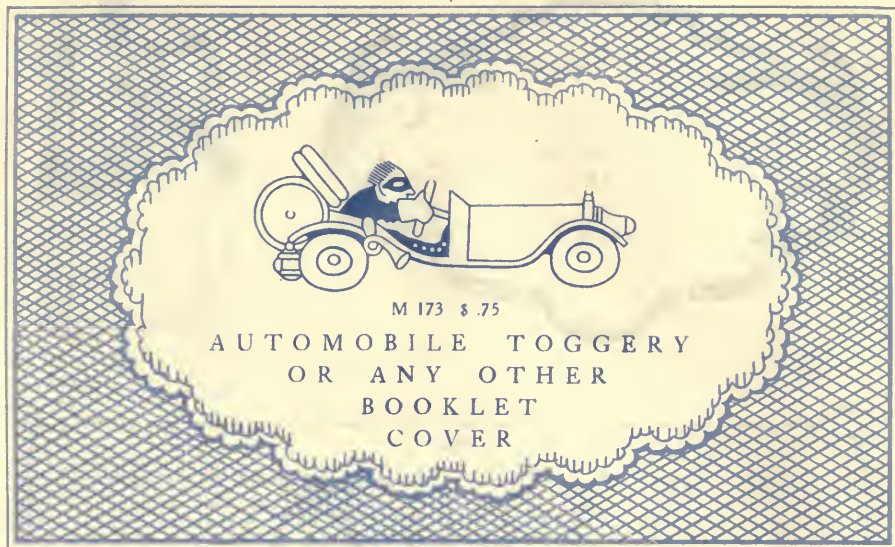


P 4 \$1.75

Above prices for electrotypes, size as shown.



131 East Twenty-third Street New York



M 173 \$.75

AUTOMOBILE TOGGERY  
OR ANY OTHER  
BOOKLET  
COVER

P 55 \$1.75



PRINTERS

& BINDERS

Quality

M 150 \$.85

P 8 \$1.75

For special sizes see current price list.

Will Bradley's Art Service for Advertisers



M 165 \$1.35



M 149 \$1.00

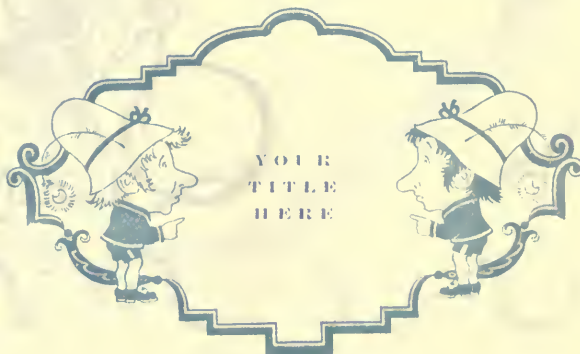


M 110 \$1.00

P 19 \$1.65



M 166 \$.75



M 167 \$1.35

Above prices are for electrotypes, size as shown.



AB 32



AB 44



AB 33



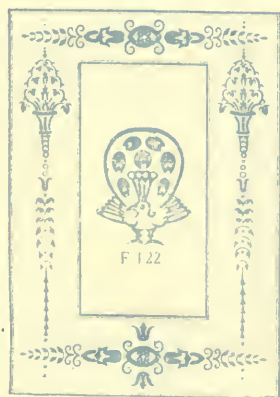
AB 34



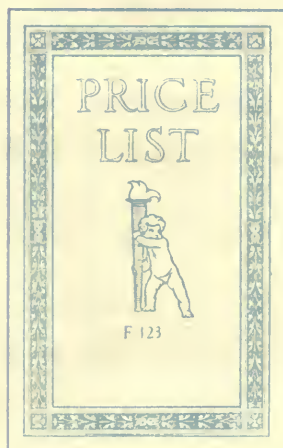
AB 35



AB 36



AB 37



B 38



AB 39



# Will Bradley's Art Service for Advertisers



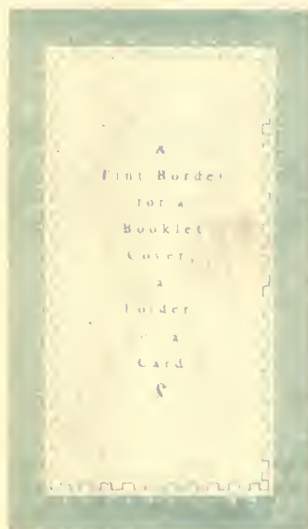
D 2



B 6



E 11



C 12



B 7



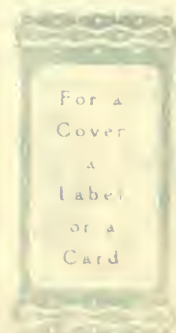
C 13



D 4



B 8

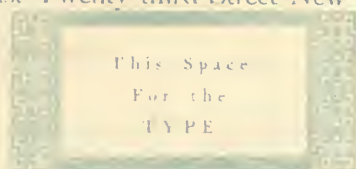


D 5

Useful Tint Borders and Background Designs



C 14



D 6



C 15



E 12



B 9



E 13



F 18



F 19



C 16



D 7



C 17



D 13

791  
239.2  
13704  
9/4



D 64

**PROGRAM**  
for the  
*Season*  
of  
**1913-1914**

H

AB 42

**ON**  
I HOPE TO HAVE  
THE PLEASURE  
OF  
ACCORDING YOU  
AN ADVANCE  
SHOWING  
OF OUR LINE  
FOR  
NEXT SEASON

M

B 41

**GIFTS of**  
*Choice*  
**SILVERWARE**  
delicately suggest  
Personality and  
indicate  
Good Taste  
Our Designs are  
*Exclusive, Beautiful*  
and of Refined  
Individuality

H

B 40

**DIAMONDS**  
**PEARLS**  
**JEWELRY**  
**SILVER**  
**WATCHES**  
**CLOCKS**

K

AB 43





## New Price List

### JANUARY 1915



A blocked zinc etching may be had of any of our designs in any size desired at the following rates:

#### Small Sizes

When the longest dimension does not exceed:

1 inch 75 cents; 2 inches \$1.; 3 inches \$1.50

#### Above Three Inches

When the longest dimension exceeds 3 inches:

\$1 for the use of design, plus eight cents per square inch for plate. Minimum \$2.00

#### Alteration

\$1 additional charge for change of proportion.

#### Color Plates

Any design may be had for two colors, at double the cost of same for one color.

The above prices are upon the basis of cash with the order. By this plan we offer 5 percent discount on immediate cash payment on any order above \$10, and 10 percent discount on immediate cash payment on any order above \$25. Prices include mailing.

## Will Bradley's Art Service for Advertisers

131 East 23rd Street New York

CUTS  
FROM  
WILL BRADLEY'S  
ART SERVICE  
ARE ALL  
NEW  
AND UP TO DATE  
IN DESIGN

